



Ohio Beef Council

Beef & Veal Marketing Plan

Fiscal Year 2013



Explore the Possibilities

2013 Beef/Veal Marketing Plan - \$76,250

Mission Statement

The Ohio Beef Council's mission is to work to increase the demand for beef and veal within the state of Ohio and nationally through support of the national and state joint programs in promotion, research, consumer information, and industry information and producer communications.

Functions

The functions of the Ohio Beef Council for 2013 will be:

- 1.) Maintain support of the cattle industry for the beef checkoff.
- 2.) Receive assessments from producers, enabling the Ohio Beef Council to conduct promotions, support research and communicate and distribute consumer and industry information.
- 3.) Monitor the collection of checkoff assessments.
- 4.) Coordinate the checkoff system for the state of Ohio with the national organizations.

Priorities

- Promotion
- Research
- Consumer Information
- Industry Information
- Producer Communications

Promotion

Promotion covers any action, including paid advertising, to advance the image and desirability of beef and veal with the express intent of improving the competitive position and stimulating sales of beef and veal in the marketplace.

Objective

To develop and implement effective promotion programs targeted at key market segments that will increase demand for beef and veal.

STRATEGY- ADVERTISING

Means used to positively affect consumers' attitudes and perceptions about beef and veal and their intentions to buy beef and veal products.

Tactics

1. Consumer Promotions and Advertising

OBC will focus efforts in this area to create a brand-like presence with events around Ohio. These promotions will all feature multi-layered execution elements (event sponsorship, print/radio ads if necessary, public relations efforts, spokesperson utilization) providing optimum presence and will support goals established in the industry's long range plan.

- Team Beef

OBC will further expand its Canton Marathon experience by organizing a team of Beef Advocacy Athletes to represent the nutritional benefits of lean beef and the vital role this high-quality protein plays in their training. The team members will participate at selected marathons statewide. All members will be required to participate in a training webinar prior to participating. The OBC in return will reimburse a portion of the athletes entry fees for representing and promoting lean beef.

- Columbus Clippers (Partnership with Ohio Soybean Council)

The OBC will work with the Columbus Clippers to organize a promotional plan for FY13. Kroger has also expressed interest as a partner in a future promotion with OBC and the Columbus Clippers.

- OBC will be open and objective in evaluating other opportunities that rise throughout FY13.

Throughout the promotions above and other prospective opportunities OBC will work to incorporate National Checkoff campaign, Web and advertising materials as needed. This includes; Profiles, I Heart Beef, Brand Enhancement 2 and BIWFD online tools.

2. Ohio State Fair Advertising

Ohio Ag Council's Agricultural Hall of Fame beef promotion and breakfast, ad placements on the Sale of Champions TV re-broadcast through Ohio News Network and beef station at the Sale of Champions reception.

STRATEGY - RETAIL

To assist in the development and use of effective retail beef and veal promotions and merchandising practices.

Tactics

1. Retail Co.-Marketing

Communicate national and state checkoff-funded programs and resources to retailers. This includes, but is not limited to, seasonal beef promotions; retail needs assessment; new product and beef value cuts product introductions; distributing materials (i.e. recipe cards, retail cut wall charts, retail newsletters, point of purchase posters, ad planners, etc.); cooperative promotion opportunities; and building brand-like awareness.

- OBC will extend the national focus on middle meats through current checkoff-funded retail programs such as Slice and Save (SAS), Beef Bargain Bundles (BBB), and Beef Alternative Merchandising (BAM) - this includes Beef Value Cuts: Round and Chuck roll and new Convenience Products.
- OBC will maintain associate membership within the Ohio Grocers Association as an outlet for establishing new retail relationships and broaden promotional opportunities in the retail market.

2. Retail Beef Training Camps

To further educate retail meat staff of the value, convenience and wholesomeness of beef products, OBC will extend the nationally developed Retail Beef Training Camp guide that is available exclusively at www.beefretail.org. OBC will work with interested retailers to conduct on-site training sessions and assist with printing and binding costs as appropriate.

3. Veal Retail Promotion

Retail promotion with a reputable retail chain to promote veal. The promotion may include in-store advertising, product demonstrations, couponing, giveaways and recipe distribution.

4. Beef Backer Award

OBC will provide necessary support of the National Beef Backer retail contest. OBC will provide necessary assistance to the NCBA during the nomination and application process, when worthy retailers are identified.

STRATEGY – FOODSERVICE

Provide information about beef and veal to foodservice professionals in an effort to maintain and increase the demand for beef and veal. Increase the menuing featuring and promotion of beef and veal at the foodservice level.

Tactics

1. School Food Service

Continue to work with school foodservice by supplying school foodservice staff with beef nutrition resources, recipes and other resources as appropriate.

2. SYSCO and Gordon Food Service Shows

Provide materials for distribution at the SYSCO and Gordon Food Service shows throughout Ohio.

3. Beef Backer Award

OBC through OCA County Affiliates will work to recognize foodservice operations who excel in promoting beef on their menus.

4. Veal Foodservice Promotion

Foodservice promotion with a reputable Ohio restaurant chain to spotlight a veal dish on their menu. OBC will offer table tents, staff incentives, and other in-store advertising support, as well as possible menuing ideas. OBC will work closely with NCBA to extend national veal foodservice initiatives and resources to Ohio foodservice operators.

5. Ohio Culinary Federation

OBC will work with the Ohio Culinary Federation to pin-point avenues in which the OBC can utilize the tools at our disposal to aid in the development of aspiring chefs to have the knowledge and confidence to utilize beef on their menus daily.

Research

Research encompasses studies relative to the effectiveness of market development and promotion efforts, studies relating to the nutritional value of beef and veal, other related food science research and new product development.

Objective

To create, expand, and position aggressive research programs pertaining to nutrition, product development, food safety, consumer attitudes and program evaluation as the technical foundation on which industry consumer programs can be developed and managed.

STRATEGY

The Ohio Beef Council will forward all research proposals to appropriate national organizations for review and recommendations. If the proposal shows merit, the project may be funded on the national level and/or by the Ohio Beef Council. The Ohio Beef Council may fund research that could significantly contribute to the improvement of the beef and veal industries.

Consumer Information

Consumer information is nutritional data and other information that will assist consumers and other persons in making evaluations and decisions regarding the purchasing, preparing and use of beef and veal.

Objective

To conduct effective education and consumer information programs aimed at key market segments - health professionals, media, public opinion leaders, food communicators and educators - that will create a more favorable marketing environment for beef and veal, in both the short and long run, and result in increased profit opportunities for the entire industries.

STRATEGY - PUBLIC RELATIONS

To create a more favorable marketing environment by communicating a positive message about beef and veal.

Tactics

1. Heartland Cuisine

Work with the Ohio Department of Agriculture (ODA) in promoting Ohio's agriculture, including beef & veal. Promotions may include Heartland Cuisine. OBC will pursue opportunities to utilize the Ohio Proud "kitchen on wheels" for consumer events and promotions.

2. Food Editor Kits

OBC will work closely with NCBA staff to provide electronic seasonal food releases and electronic press kits to newspaper food editors throughout Ohio. Also provide additional information to food editors or feature writers as special needs arise. Releases will not only include recipes, but also a positive beef health message.

3. Beef Community Influencer Tour

Establish a "Media Influencer" Tour to educate Ohio media (TV, print and web), bloggers and non-agriculture media influencers on modern beef production. Pitch story ideas, share information and schedule on-site meetings with print and broadcast media outlets statewide. Promote positive news about the beef industry and Ohio's beef producers and extend existing checkoff resources like www.factsaboutbeef.com, Earth Day campaign materials, production fact sheets, etc. OBC will work to engage local food and nutrition influencers to create a meaningful online beef dialogue via social media tools such as blogs, podcasts, etc.

4. Ohio Beef Council Web Site

Work with Correspond in a Click Ltd. to maintain www.ohiobeef.org as a great consumer resource for recipes, nutrition resources, cooking information and beef production facts. Continue to implement the use of technology based communications with e-marketing functions such as: e-newsletters, videos, photo galleries and increase consumer database options. Staff will work with Correspond In a Click Ltd. to continually update site content and resources to keep information as current as possible.

- Use flip cam videos to update consumers on daily farmer practices: moving cows, feeding, disease prevention, calving, etc.

5. Online and Social Media

Continue to have an online presence to promote beef campaign initiatives, track consumer interest and input on programs and ideas: recipes, nutrition information, etc. Utilize social media (Facebook, Twitter and Ohio Beef Bytes Blog) and strategically place web banner ads to better communicate with consumers and drive them to ohiobeef.org.

6. Beef and Veal Issues Management

Establish a system for the sharing of information and develop ways the industry and its partners can speak with one voice in critical issues to safeguard consumer confidence. This includes, but is not limited to, working with third party and industry spokespeople in various media centers and exploring ways to become more proactive with media issues.

7. Food Safety Initiative

Explore existing and new ways to communicate food safety messages to industry partners and consumers.

8. Ohio Beef Ambassador Program

The OBC and the Director of PR and Consumer Marketing will assist the Ohio Cattlemen with the Ohio Beef Ambassador Program by providing guidance and training to the 2013 Ohio Beef Ambassadors. Additionally, the OBC will share program expense when utilizing the ambassadors and assisting in travel expenses for the national contest.

9. County Cattlemen's Beef Promotion Grant Program

County cattlemen's groups can submit proposals for beef promotion and/or educational programs that ultimately help market beef, such as cutting schools featuring new value cuts like the chuck roll for retailer and processor audiences, new product sampling events, local beef blood drives, etc. The activity must be event-oriented and promotional in nature, but does not have to be new. Equipment, operating costs and traditional projects like county scholarships, fair awards, etc. will not be considered. Applications may be submitted year-round, before or after the event in consideration is held, however preference will be given to those applications

submitted beforehand. Applications will be considered by the OBC Board of Directors on a first-come, first-served basis.

10. Top 100 Beef Influencers

Develop relationships and maintain up to date contact information for a group of people who are the top beef influencers in Ohio.

STRATEGY - HEALTH PROFESSIONALS

To create a more favorable marketing environment by using health professionals to communicate a positive message about beef and veal.

Tactics

1. Educational Materials for Health Professionals

Continue distribution of the USDA food guides, and other nutritional information to dietitians, physicians, nurses and other health-related professionals in the state. OBC will extend the nutrition message from BOLD research findings. Staff will work closely with NCBA to encourage participation in nationally-funded protein webinars.

2. Ohio Dietetic Association Conference

Coordinate nutrition session with a provided speaker from the national nutrition seminar list during the 2013 ODA Conference by the nationally funded nutrition seminar program. In addition, exhibit in trade show and sponsor an event and/or beef meal during the conference.

3. Health-Related Organizations

Develop and maintain a working relationship with health-related organizations such as the following: American Cancer Society, Ohio Affiliate; Ohio Department of Health; Ohio Nutrition Council; Ohio Association of Physician's Assistants; American Heart Association; physician groups; and others.

4. Nutrition Campaign Rollout

OBC will work together with NCBA to continue state implementation of the national checkoff nutrition campaign by distributing nutrition information at health conferences, Women's shows, healthy living expos and other nutrition programs throughout the state. In addition, OBC will reach out to YMCAs, family and consumer sciences teachers and other community organizations to conduct cooking demonstrations featuring healthy beef recipes for consumers across the state.

5. Beef-Up the Blood Supply

Work closely with the American Red Cross and county cattlemen's groups to create and conduct campaigns at the county level to encourage Ohioans to give blood. Program will mirror successful campaigns conducted by other State Beef Councils.

STRATEGY - EDUCATION

To develop positive attitudes about beef and veal and skills in using beef and veal among selected youth and adult audiences.

Tactics

1. Consumer Brochures

Distribute beef **and veal** information to consumers through county fair kits, Ohio CattleWomen, direct contact with consumers, thought leaders and other means as requested or deemed appropriate. This will include any and all promotional materials (i.e. brochures, child and adult nutrition information, I heart Beef materials, and posters)

Veal Consumer Brochures

Distribute veal information to consumers through county fair kits, Ohio Cattlewomen, direct contact with consumers, thought leaders and other means as requested or deemed necessary.

2. Beefonomics Program Federation Funds Available

In FY13 OBC will continue the statewide in class educational program designed for high school Family and Consumer Science classes. OBC will seek new presenters and provide the training needed to further the program's outreach.

3. Ohio State Fair

Promote beef and veal industries to consumers attending fair through cooler display; Land & Living display; beef miniature golf course; interactive beef and veal kiosk; and environmental, food safety, nutrition and beef and veal educational stations. Continue to partner with Kroger Marketplace to host a sampling event to highlight beef during the fair and encourage media coverage.

4. History/Library Center

Provide staff support of educational center for review by students/educators participating in Ohio Cattlemen's Foundation activities.

5. Youth Education Events

Coordinate and sponsor Ag Day celebrations, such as Scarlet & Gray Ag Day at OSU, educational programs like the Ohio Farm Bureau Federation's Ag in the Classroom program and other youth-oriented events.

Industry Information

Industry information includes information and programs that will lead to the development of new markets, marketing strategies, increased efficiency and activities to enhance the image of the cattle industry.

Objective

To define and explain information and programs concerning the cattle industry leading to the development of new markets, marketing strategies and increased efficiency.

Tactics

1. Long Range Plan

Work to increase awareness and implement the industry's Long Range Plan, particularly its vision to create "a beef industry that is profitable, growing and sustainable for future generations." This includes identifying which BEEF "brand" is most acceptable for a given campaign; I heart beef, BIWFD, checkoff logo, etc. Establishing an OHIO BEEF COUNCIL brand for promotions and producer communications so we are easily recognizable is priority.

2. State and National Beef Organizations

To communicate with and conduct cooperative programs with state and national beef organizations, such as:

- National Cattlemen's Beef Association
- Other state beef councils
- Beef Promotion and Research Board
- Ohio Cattlemen's Association
- Ohio State University Extension
- Ohio Farm Bureau
- Ohio Cattle Women's Association
- Purebred breed associations
- Ohio Veal Association
- Ohio milk producer associations
- Ohio livestock market associations
- Other industry groups as deemed appropriate

3. Ohio Livestock Coalition

Support and maintain two board of director seats (1-beef, 1-veal) on the Ohio Livestock Coalition. The purpose of OLC is to assist the livestock industry in expanding its positive contributions to Ohio. We support its mission in affirming an industry that is environmentally friendly, socially responsible and economically viable, and developing and communicating a unified message.

4. Beef Quality Assurance

Provide beef quality assurance information via seminars, educational meetings, demonstrations and the timely distribution of materials including posters, brochures, sorting sticks, Master Cattle Transporter Guides and other resources to producers with the ultimate goal of assuring consumers that beef will continue to be a safe and wholesome product of choice. Also support the statewide beef quality assurance program.

5. BEEF 511: Marketing Quality and Consistent Beef in Ohio

This program designed for BEEF 509 and 510 alumni will focus on practices and issues designed to eliminate quality defects and increase beef's competitiveness with other protein sources.

6. Masters of Beef Advocacy (MBA) Program

Encourage Ohio beef producers to participate in this self-directed, online educational program that equips participants with the knowledge to become beef industry advocates. Participants will complete six courses - modern beef production, beef safety, beef nutrition, environmental stewardship, animal care and the beef checkoff over a six-week period. Following course completion, each participant will attend a one-day commencement ceremony with NCBA's Daren Williams. Staff will encourage the OBC and OCA boards, Ohio Cattlewomen leaders, queen of beef contestants and other industry leaders to complete the course. OBC will mobilize graduates to action when industry issues arise.

7. OSU Animal Care, Quality Assurance and Reputation Management Project

OSU Extension project that utilizes existing Extension staff person to educate beef producers about the state's new animal care standards as they relate to beef industry image enhancement. Project of work will also include beef quality assurance programming for adult and youth audiences. And programs focused on reputation management efforts to further consumer understanding of on-farm production practices to insure the sustainability of the beef industry.

Producer Communications

Producer communications is defined as the means in which to provide strong industry leadership, coordination and communication and continually improve Ohio's resources, effectiveness, responsiveness and accountability to the beef and veal industries.

Objective

To keep Ohio producers informed of how their checkoff dollars are being spent on the state and national levels and to provide them with a communication outlet for input to the programs.

Tactics

1. Annual Report

Continue to publish the Ohio Beef Council's annual report. The report is to be mailed directly to more than 8,000 beef, veal and dairy producers in the spring and distributed at various industry events. This report will be inserted into the Ohio Cattleman, Ohio Holstein News and Ohio Jersey News.

2. Leather Calendars

For the Holidays, OBC will distribute leather calendars to auction markets, ODA and other key industry leaders.

3. Exhibits

Display the Ohio Beef Council exhibit at events where producers can get information about the checkoff program and ask questions. Locations may include Ohio Beef Expo, Farm Science Review, Ohio Veal Convention, Ohio Dairy Expo and the Ohio State Fair.

4. Ohio Cattleman Magazine

To keep producers informed about the beef checkoff and demand-building efforts occurring at both the state and national level through print advertising in the Ohio Cattleman magazine, remittance forms and checkoff updates.

5. My Beef Checkoff E-Newsletters

OBC will work with the CBB to extend monthly, state-branded editions of My Beef Checkoff beef and dairy e-newsletters to interested producers across Ohio.

- With this, continue to build OBC's database of producers for more efficient Distribution of e-news. In an effort to make communication more efficient and effective.

- Combine the Collection Point Newsletters with My Beef Checkoff News so producers can have all the information in one location – state and national checkoff funded programs and industry events.
6. Market Card Program
Provide “buyers cards” at cost in quantity to local auctions for use in weekly sales. Flip side of card contains latest information on how checkoff monies are spent.
 7. Young Cattlemen’s Conference and Tour Sponsorship
Provide support of this annual leadership development conference to educate participants on topics emphasizing the success of the beef checkoff, marketing relationships and consumer preferences.
 8. Dairy Publication Checkoff Update
Purchase space in bimonthly Ohio Holstein News and Ohio Jersey News (full page or insert in each issue) to keep Ohio dairy producers apprised of checkoff activities.
 9. Rural News Service
Participate in NCBA’s national program to disseminate information on checkoff-funded programs to beef producers in rural areas of Ohio.
 10. Producer Informational Items
Printing and distribution of beef and veal checkoff information, such as placemats and brochures, at various industry events and auction markets.
 11. Environmental Stewardship Program
Provide support for this media event to inform the public of producers’ stewardship practices.